

Making Every Bite Count

Child Nutrition
Programs

Vermont Department of
Education

Course Purpose

- To present current Dietary Guidelines and Food Guide Pyramid information.
- To assist attendees in *practical* implementation of the Dietary Guidelines and Food Guide Pyramid in Child Nutrition Program operations.

Course Content

- Let the Dietary Guidelines be Your Guide
- Pyramid Power
- Yes to Grains, Fruits & Vegetables
- Smart Use of Fat, Sugar & Fat
- Making Every Bite Count in Your Program

Let the DG's Be Your Guide

Changing the Scene

- Schools and communities are asked to recognize the health and education benefits of healthy eating
- Local policies that create a supportive nutrition environment in schools will provide students with the skills, opportunities and encouragement they need to adopt healthy eating patterns.

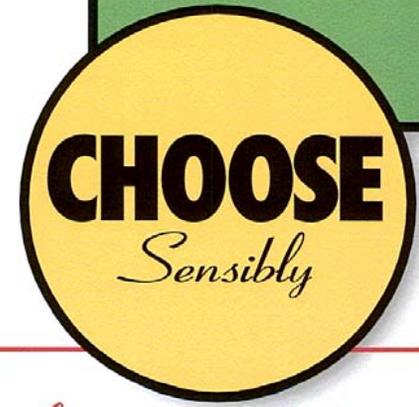
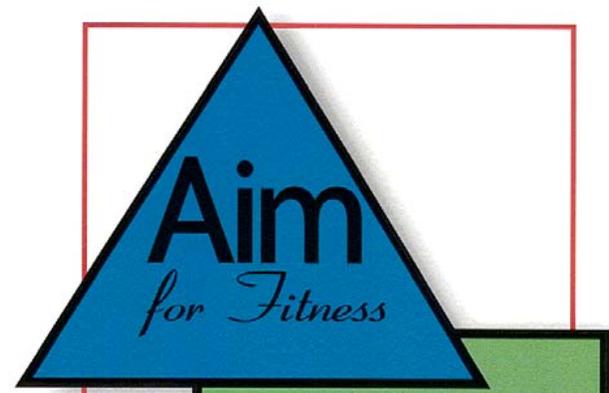
Healthy Nutrition Environments

- Unhealthy eating patterns are common among young people today.
- Improving the nutrition environment of school and child care programs will children develop good nutrition habits which will stay with them through life.
- Healthy eating improves enhances learning and improves the quality of life.

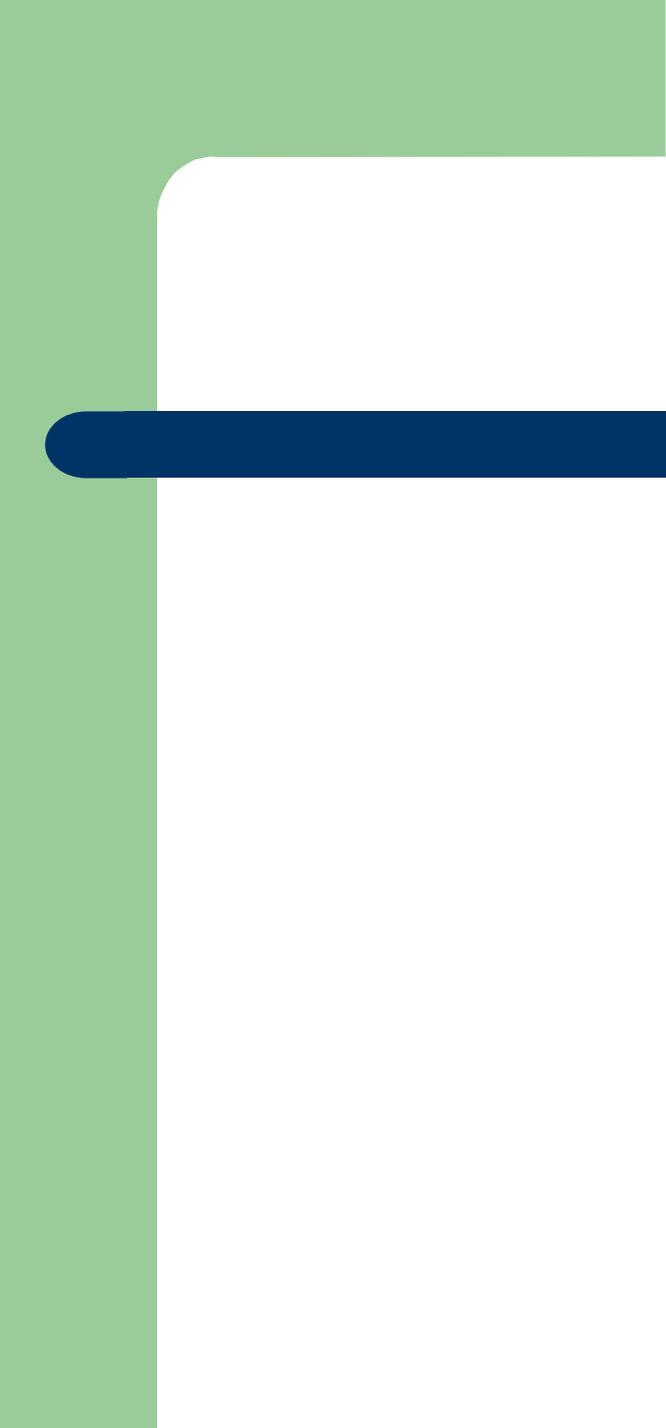
What are the Dietary Guidelines for Americans?

- Advice for healthy Americans 2 years and over about food choices & physical activity to promote healthy and prevent disease.
- Published by the Federal government.
- Based on the preponderance of scientific evidence
- Cornerstone of Federal nutrition policy.

Nutrition and Your Health:
DIETARY GUIDELINES FOR AMERICANS



...for good health



Aim
for Fitness

BUILD
a Healthy Base

CHOOSE
Sensibly

...for good health



DIETARY GUIDELINES FOR AMERICANS



AIM FOR FITNESS...

- ▲ Aim for a healthy weight.
- ▲ Be physically active each day.

BUILD A HEALTHY BASE...

- Let the Pyramid guide your food choices.
- Choose a variety of grains daily, especially whole grains.
- Choose a variety of fruits and vegetables daily.
- Keep food safe to eat.

CHOOSE SENSIBLY...

- Choose a diet that is low in saturated fat and cholesterol and moderate in total fat.
- Choose beverages and foods to moderate your intake of sugars.
- Choose and prepare foods with less salt.
- If you drink alcoholic beverages, do so in moderation.



...for good health

Weight

2000 Guideline

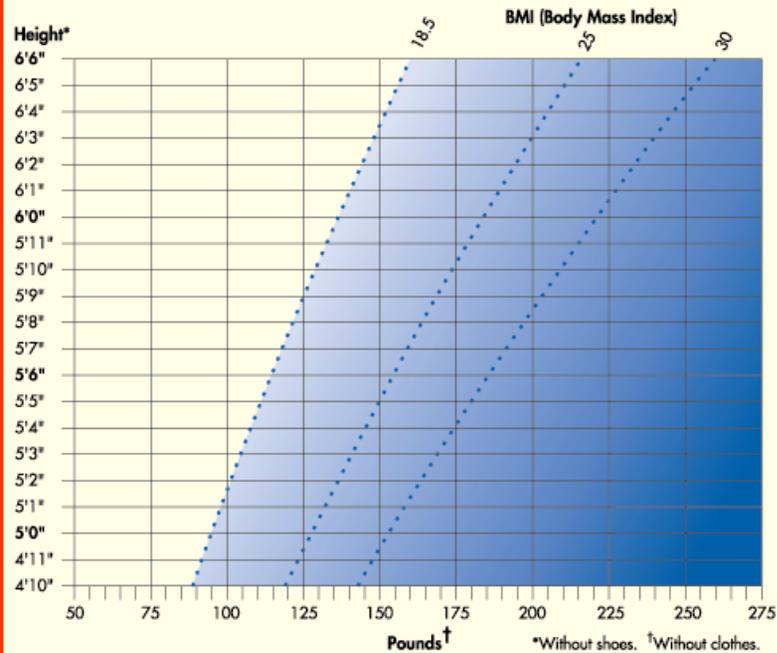
Aim for a healthy weight

1995 Guideline

Balance the food you eat with physical activity
-- Maintain or improve your weight

Body Mass Index Chart

ARE YOU AT A HEALTHY WEIGHT?



BMI measures weight in relation to height. The BMI ranges shown above are for adults. They are not exact ranges of healthy and unhealthy weights. However, they show that health risk increases at higher levels of overweight and obesity. Even within the healthy BMI range, weight gains can carry health risks for adults.

Directions: Find your weight on the bottom of the graph. Go straight up from that point until you come to the line that matches your height. Then look to find your weight group.

- Healthy Weight** BMI from 18.5 up to 25 refers to healthy weight.
- Overweight** BMI from 25 up to 30 refers to overweight.
- Obese** BMI 30 or higher refers to obesity. Obese persons are also overweight.

Source: Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2000, page 3.

Healthy weight in children

- ❖ Encourage physical activity
- ❖ Offer grain products; vegetables and fruits; low-fat dairy products; and beans, lean meat, poultry, fish, or nuts
- ❖ Offer only small amounts of food high in fat or added sugars
- ❖ Set a good example

Physical Activity

2000 Guideline

Be physically active each day

1995 Guideline

Balance the food you eat with physical activity
-- Maintain or improve your weight

Be physically active each day

- ❖ Health benefits of physical activity
- ❖ Physical activity recommendations

Adults -- 30 minutes of moderate physical activity most, preferably all, days of the week

Children -- 60 minutes of moderate physical activity daily

Food Choices

2000 Guideline

Let the Pyramid guide your food choices

1995 Guideline

Eat a variety of foods

Food Guide Pyramid



Let the Pyramid guide your food choices

- ❖ Plant foods as a foundation
- ❖ Many healthy eating patterns
- ❖ Low-fat foods emphasized
- ❖ Soy products included
- ❖ Dietary supplements discussion expanded

Recommended number of servings

	1600 Calories	2000 Calories	2200 Calories
Grains group	6	9	11
Veg group	3	4	5
Fruit group	2	3	4
Milk group	2 or 3	2 or 3	2 or 3
Meat & Bean group	2 (5 oz total)	2 (6 oz total)	3 (7 oz total)

Grains

2000 Guideline

**Choose a variety of grains daily,
especially whole grains**

1995 Guideline

Choose a diet with plenty of grain products,
vegetables, and fruits

Common Whole Grain Foods

- ❖ Brown rice
- ❖ Oatmeal
- ❖ Whole oats
- ❖ Bulgur (cracked wheat)
- ❖ Popcorn
- ❖ Whole rye
- ❖ Graham flour
- ❖ Pearl barley
- ❖ Whole wheat
- ❖ Whole grain corn

Fruits and Vegetables

2000 Guideline

Choose a variety of fruits and vegetables daily

1995 Guideline

Choose a diet with plenty of grain products, vegetables, and fruits

Eat a variety of fruits and vegetables daily

- ❖ Need for variety highlighted
- ❖ Recommendation: 2 servings of fruits and 3 of vegetables daily
- ❖ Fruit and vegetable sources of vitamins and minerals included

Food Safety

2000 Guideline
Keep food safe to eat

New Guideline in 2000

Keep food safe to eat

- ❖ Wash hands and food surfaces often.
- ❖ Separate foods while storing and preparing.
- ❖ Cook foods to a safe temperature.
- ❖ Refrigerate perishable foods promptly.
- ❖ Follow the label.
- ❖ Serve safely.
- ❖ When in doubt, throw it out.

Fats

2000 Guideline

Choose a diet that is low in saturated fat and cholesterol and moderate in total fat

1995 Guideline

Choose a diet low in fat, saturated fat, and cholesterol

Choose a diet that is low in saturated fat and cholesterol and moderate in total fat

- ❖ Total fat recommendation: 30% of calories or less
- ❖ Descriptions of the different types of fat
- ❖ Limits on saturated fat and total fat for various calorie levels
- ❖ Comparison of saturated fat content of foods

Sugars

2000 Guideline

Choose beverages and foods to moderate your intake of sugars

1995 Guideline

Choose a diet moderate in sugars

Major sources of added sugars

- ❖ Soft drinks
- ❖ Cakes, cookies, and pies
- ❖ Fruitades and drinks such as fruit punch & lemonade
- ❖ Dairy desserts such as ice cream
- ❖ Candy

Salt

2000 Guideline

**Choose and prepare foods
with less salt**

1995 Guideline

Choose a diet moderate in salt and sodium

Choose and prepare foods with less salt

- ❖ Steps that may help keep blood pressure in a healthy range
- ❖ Is lowering salt intake safe?
- ❖ Salt versus sodium

Alcohol

2000 Guideline

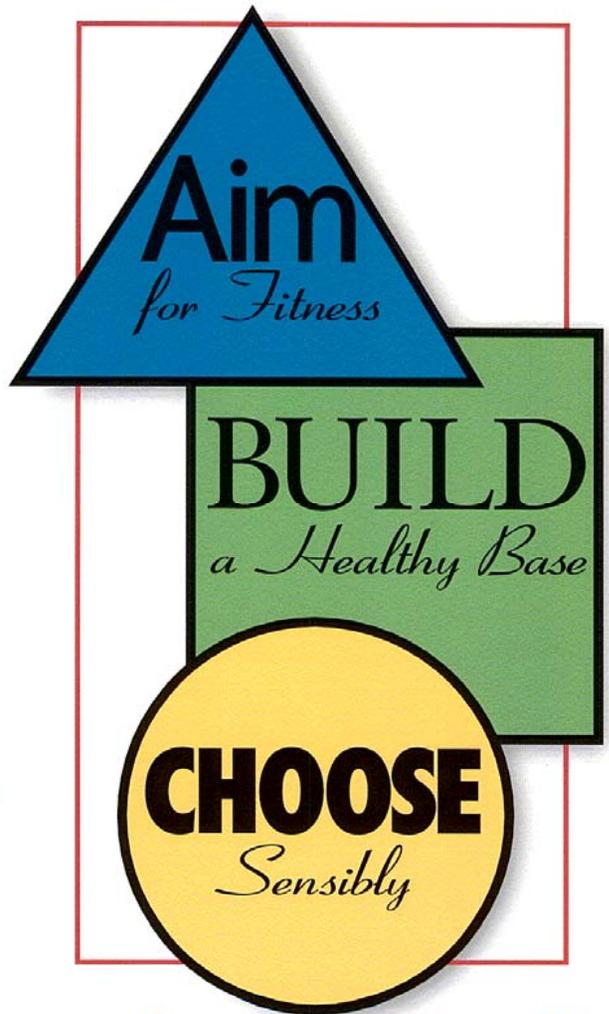
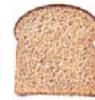
**If you drink alcoholic beverages,
do so in moderation**

No change in title from 1995

If you drink alcoholic beverages, do so in moderation

- ❖ Adverse effects of excess intake
- ❖ Health benefits related to age ranges
- ❖ Other ways to reduce heart disease risk
- ❖ Who should not drink
- ❖ Moderate drinking: 1 per day for women, 2 per day for men

Nutrition and Your Health:
DIETARY GUIDELINES FOR AMERICANS



...for good health

Children's Health Today

- Undernutrition
- Iron deficiency anemia
- Overweight and Obesity

Childhood Eating Patterns Impact Adult Health

- Coronary artery disease begins in youth.
- High cholesterol, high blood pressure and overweight are now common in youths in US.
- Young persons with unhealthy eating habits maintain these habits through life.

Leading Causes of Death

- Coronary Heart Disease
- Cancer
- Stroke
- Diabetes
- High blood pressure
- Overweight
- Osteoporosis

Diet and Leading Causes of Death

- Coronary Heart Disease
- Cancer
- Stroke
- Diabetes
- High blood pressure
- Overweight
- Osteoporosis
- Consume less fat
- Healthy weight; less fat, alcohol, smoked and cured foods
- Healthy diet and healthy weight
- Healthy weight
- Less sodium
- Control caloric intake; diet low in fat, high in fruits and vegetables.
- More calcium, especially during youth

Eating Behaviors of Children & Adolescents in US

- CDC Youth Survey
 - 41% ate no vegetables
 - 42% ate no fruit

Study of Youths Aged 2-18

- Only 3.6 servings of fruits and vegetables daily
- Fried potatoes accounted for a large portion of vegetables consumed
- 20% ate the recommended 5 or more servings of fruits & vegetables daily
- 50% ate fewer than one serving of fruit per day
- 29% ate fewer than one serving of vegetable per day that were not fried
- Adolescent females eat considerably less calcium and iron than recommended

Nutrition Knowledge

- Children & adolescents know the relationship between nutrition and health
- Children & adolescents are less aware of the relationship between specific foods and health

Aim for a Healthy Weight

- Evaluate weight status
- Sensible eating
- Regular physical activity

Body Mass Index

- Measures height / weight ratio
- BMI scale shows if one is at a healthy weight, overweight or obese.

We are sedentary people!

- Think about conveniences which have been invented to make life easier.
- These conveniences limit our physical activity.

Fitting in Fitness

- Less than one in four Americans exercise regularly
- Americans spend about 800 fewer calories per day than their parents

Health Benefits of **Moderate** Activity

- Reduced risk of numerous diseases
- Improved mental health
- Enhanced physical functioning
- Loss of body fat
- Improved blood pressure, blood glucose and blood cholesterol

How can we encourage kids to move?



Pyramid Power

Food Guide Pyramid





**Bread, Cereal, Rice
& Pasta Group:
6 – 11 Servings**

What Counts as a Bread/Grain Serving?

- 1 slice of bread
- ~ 1 cup ready-to-eat cereal
- ½ cup cooked cereal
- ½ cup rice or pasta



**Fruit Group:
2-4 Servings**

What Counts as a Fruit Serving?

- 1 medium apple, banana, orange, pear
- ½ cup chopped, cooked or canned fruit
- ¾ cup fruit juice

**Vegetable Group:
3 - 5 Servings**



What Counts as a Vegetable Serving?

- 1 cup of raw leafy vegetables
- ½ cup other vegetables (cooked or raw)
- ¾ cup vegetable juice



**Meat, Poultry, Fish, Dry
Beans, Eggs & Bean Group**

2 -3 Servings

What Counts as a Milk/Yogurt/Cheese Serving?

- 1 cup of milk or yogurt
- 1 ½ oz natural cheese (ex. cheddar, mozzarella)
- 2 oz processed cheese

**Milk, Yogurt, &
Cheese:
2 - 3 Servings**

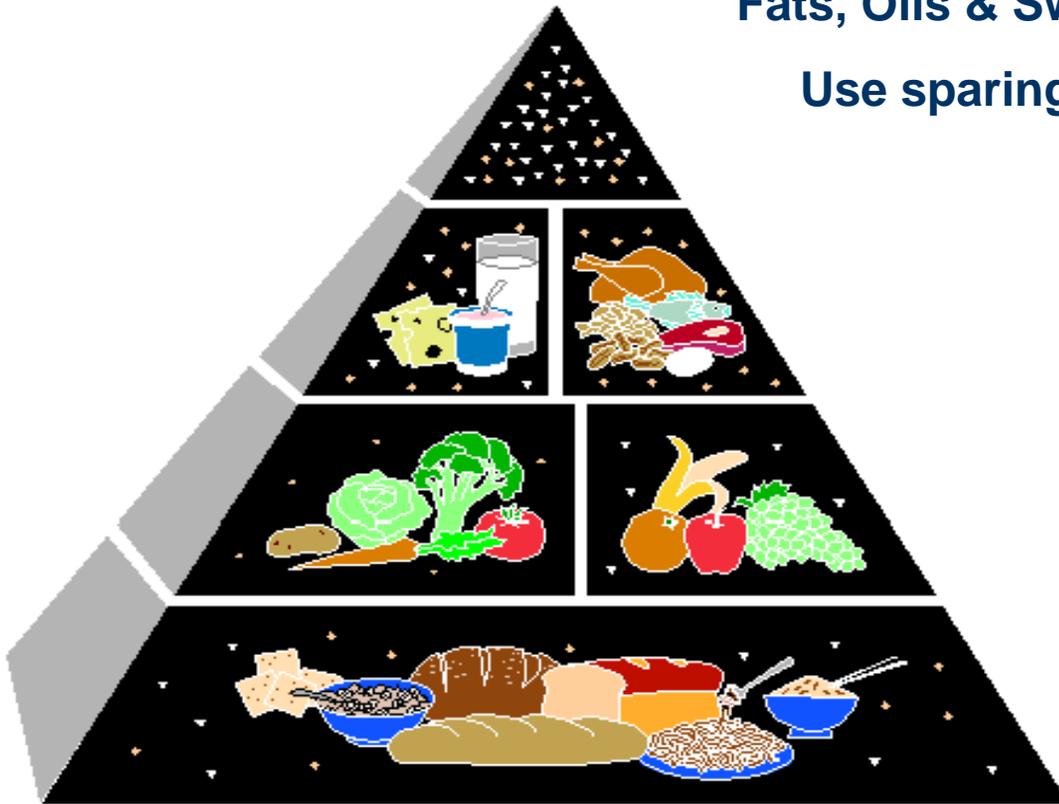


What Counts as a Meat Serving?

- 2 – 3 oz of cooked lean meat, poultry or fish
- ½ cup cooked dry beans = 1 oz meat
- ½ cup tofu = 1 oz meat
- 2 ½ oz soyburger = 1 oz meat
- 1 egg = 1 oz meat
- 2 T peanut butter = 1 oz meat
- 1/3 cup nuts = 1 oz meat

Fats, Oils & Sweets

Use sparingly



What is a Food Portion?

- The amount of a specific food an individual eats for breakfast, lunch, dinner, snack or other eating occasion.

Larger Portions are Everywhere!

- Big Mac
- Extra large soda containers
- Grande, Vente Lattes
- Large Size “diet” frozen dinners
- Larger portions in cookbooks

Portion Size Changes

Food Item	1977		1997	
	Serving Size	Calories	Serving Size	Calories
Soda	10 oz	120	40 – 60 oz	580
Burger	3 – 4 oz	330	6 – 8 oz	650
French Fries	30 fries	475	50 fries	790
TOTAL		925		2020

The Result

- Large portions lead to greater food consumption
- Obesity is a direct result

Solution

- Focus on appropriate portion sizes
- Use USDA resources
 - Food Buying Guide
 - Meal patterns
 - Bread/grain chart
- Measure
- Weigh

Portion Control

- Ensures that children receive proper nutrients
- Consistency
- Cost control
- Minimizes waste

Portion Control Techniques

- Specifications
- Equipment:
 - Scales
 - Scoops
 - Ladles
 - Spoodles
 - Tongs

Food Labels

- Required by Food and Drug Administration
- Provide more complete, useful and accurate nutrition information

Macaroni & Cheese

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving

Calories 250 Calories from Fat 110

% Daily Value*

Total Fat 12g	18%
Saturated Fat 3g	15%
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

* Percent Daily Values are based on a 2,000 calorie diet.
Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Start Here →

Limit these Nutrients

Get Enough of these Nutrients

Footnote

Quick Guide to % Daily Value

5% or less is Low

20% or more is High

Percent Daily Value (%DV)

- Tells you if the nutrients in a serving contribute a lot or a little to your total daily diet.
- Based on a 2,000 calorie diet.
- Easy to compare products by looking at the %DV

Nutrient Analysis

- Provides a mechanism for determining the nutrient value:
 - Food items
 - Recipes
 - Meals offered
- Assists Child Nutrition Programs to monitor adherence to the Nutrient Standards

Yes to Grains, Fruits and Vegetables

Breads and Grains

- Source of the 3 major B vitamins
- Provide folate, potassium, calcium, vitamin E and magnesium
- Rich in fiber
- Complex carbohydrates

Carbohydrates

- Simple
 - Sugars are simple carbohydrates
 - Consist of one or two sugar units
 - Occur naturally in fruits, vegetables, milk
- Complex
 - Complex chain-like structures of many sugar units
 - Include starches and dietary fiber
 - Occur in grain foods, fruits, vegetables

Grains

- Wheat
- Rye
- Barley
- Oats
- Corn
- Rice

Whole Grains

- Made from the entire grain kernel with only the husk removed.
- Contain mixtures of carbohydrates
- Check labels to be sure the whole grain is the first item on the ingredient list.

Grains

- Most grain products available have been stripped of components
- Fewer vitamins and minerals
- Less fiber
- Check labels

Fiber

- Essential for proper bowel function
- Reduces symptoms of chronic constipation, diverticular disease and hemorrhoids
- May lower the risk of heart disease
- May lower risk of some cancers

Insoluble Fiber

- Hold water, making stools bulkier and softer so they pass more quickly
- Aids in weight control when high-fiber foods are substituted for high-fat, high-calorie foods
- Occurs in vegetables, fruits, legumes and cereals

Soluble Fiber

- May lower blood cholesterol when eaten as part of a low-fat diet
- Occur in higher concentration in fruits, oats, barley and legumes
- Helps diabetics maintain control of the blood sugar levels

How Much Do We Need?

- Dietary guidelines recommend obtaining 55 – 60% of calories from carbohydrates
- American Dietetic Association recommends that adults consume 20 – 35 grams of fiber daily

Children & Fiber

- As children grow they need more fiber
- For children aged 3 to 18:
 - Add 5 to the child's age for the grams of fiber needed.
 - For a six year old child:
 - $5 + 6 = 11$ grams of fiber.
 - For an eight year old child:
 - $5 + 8 = 13$ grams of fiber.

American Eating Patterns

- Recent surveys show:
 - 90% of Americans aren't eating enough grain foods
 - 41% of Americans do not get enough fiber

Smart Use of Fat, Sugar and Salt

Role of Fats

- Supply energy
- Supply essential fatty acids
- Assist in absorption of fat soluble vitamins (A,D,K,E)

Fat Composition

- All fats are composed of glycerol and fatty acids
- Fatty acids are made of hydrogen, carbon and oxygen
- Fats differ from each according to the hydrogen on the chemical chain

Saturated Fats

- Solid at room temperature
- Animal sources
 - meat, poultry, butter, whole milk
- Vegetable sources
 - palm, coconut and palm kernel oils
- Raise cholesterol

Monounsaturated Fat

- Liquid at room temperature
- From vegetable sources
 - Canola, nut and olive oils
- Do not raise blood cholesterol

Polyunsaturated Fats

- Liquid or soft at room temperature
- Vegetable sources
 - Corn, safflower, soybean, sunflower oils
- Seafood
- Do not raise blood cholesterol

Cholesterol

- Contributes to heart disease
- Comes only from animal sources

Omega-3 Fatty Acids

- Highly polyunsaturated
- Seafood
 - Albacore tuna
 - Mackerel
 - Salmon
- Help prevent blood platelets from clotting, thus help prevent heart disease

Hydrogenated Fats

- Unsaturated fats processed to make them stable and solid at room temperature
- Some believe hydrogenated fats contribute to cancer

Fats and Health

- High fat diets are related to many chronic health problems
 - Heart disease
 - Some types of cancer
 - Diabetes
 - Obesity

Dietary Recommendations

- Limit total fat to 30% of calories
- Limit saturated fat to 10% of calories

Calculating % of Calories

- Total calories from fat:
 - 1 gram of fat = 9 calories
 - 1800 calories x 30% = 540 calories
 - $540 \div 9 = 60$ grams of fat
- Calories from saturated fat:
 - 1 gram of fat = 9 calories
 - 1800 calories x 10% = 180 calories
 - $180 \div 9 = 20$ grams of fat

Fat in Foods

- Fats make foods taste good
 - Fats carry flavor
 - Gives smooth, creamy texture
 - Makes foods tender, brown or crispy depending on the cooking method

Limiting Fat Consumption

- Read labels
- Select foods lower in fat
- Look for:
 - Fat free
 - Saturated fat free
 - Low fat
 - Low saturated fat
 - Reduced fat
 - Less fat
- Modify recipes
 - Some recipes lend themselves to modification but not all do

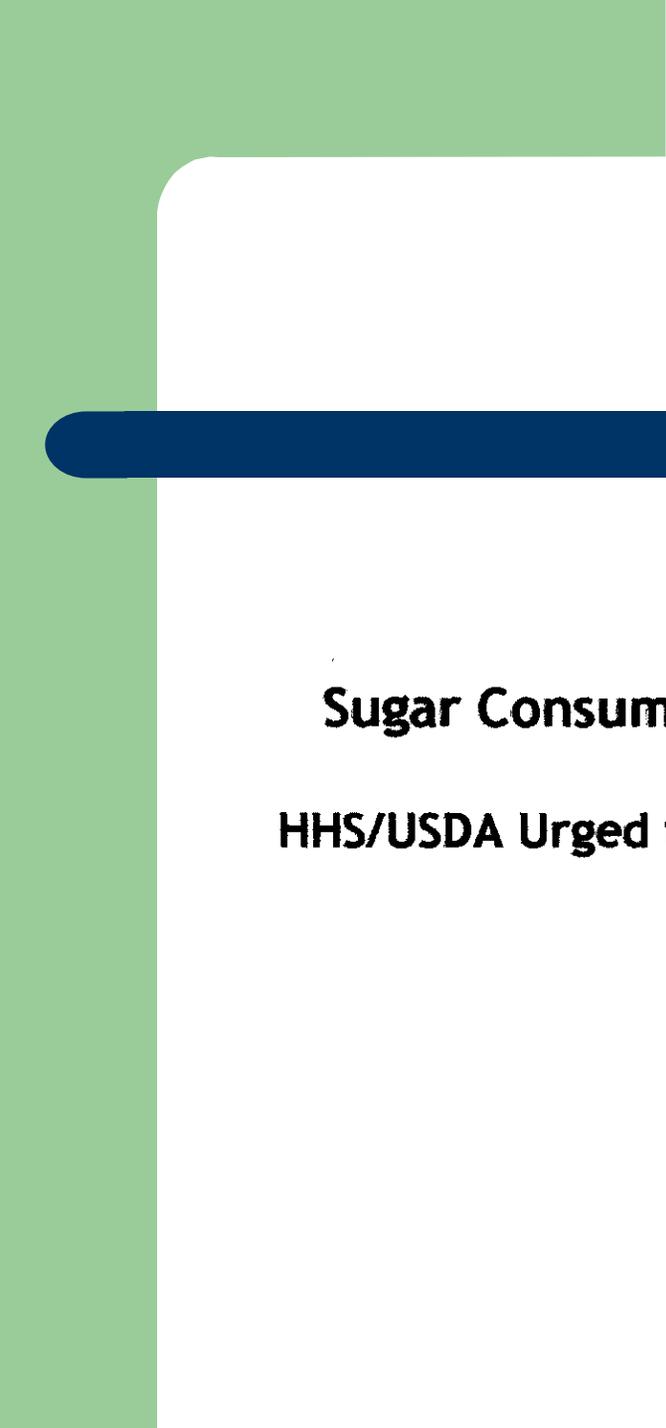


Harvard School of Public Health
PRESS RELEASES

Study Finds Increased Consumption of Sugar-Sweetened Beverages Promotes Childhood Obesity

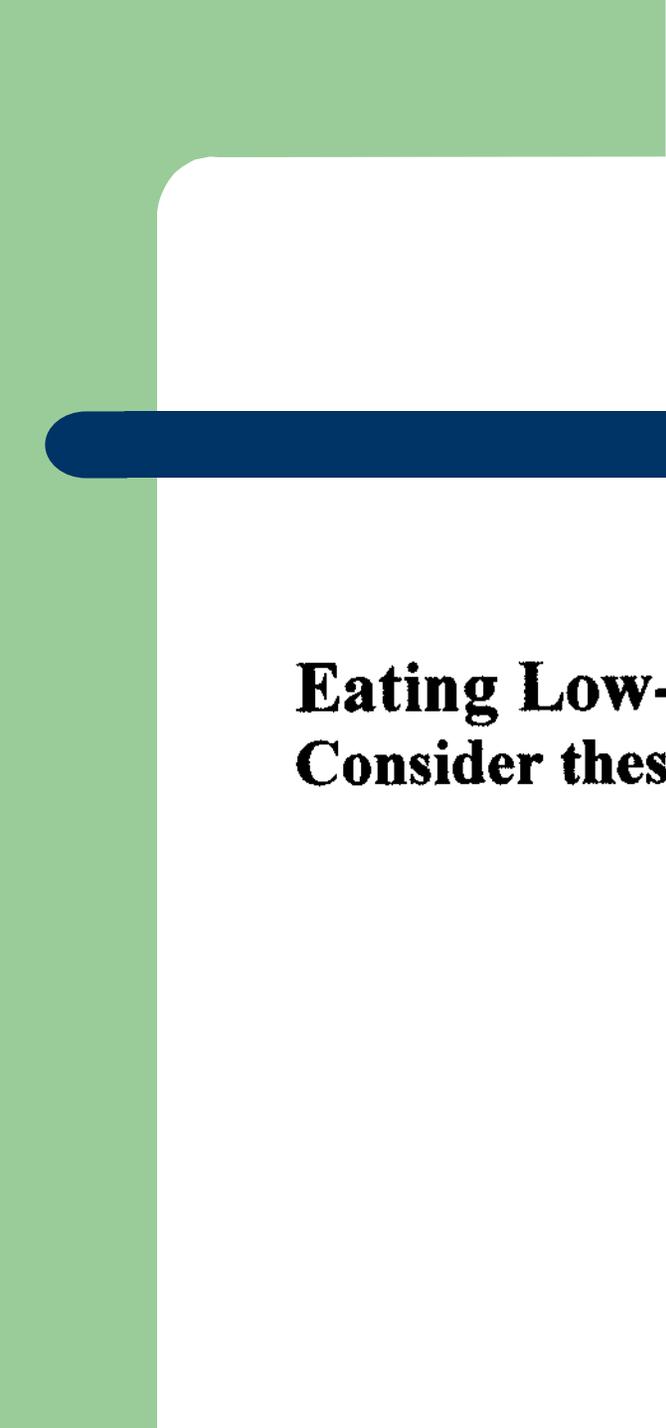
Children are consuming more soft drinks as availability and school access increase

For Immediate Release: Thursday, February 15, 2001

A decorative graphic on the left side of the slide, consisting of a light green vertical bar and a dark blue horizontal bar with rounded ends.

Sugar Consumption 'Off The Charts' Say Health Experts

HHS/USDA Urged to Commission Review of Sugar's Health Impact

A decorative graphic on the left side of the slide, consisting of a light green vertical bar and a dark blue horizontal bar with rounded ends.

Eating Low-Fat and Still Gaining - How?

Consider these facts:

Sugar in the Diet

- Carbohydrates
- Energy source
- Occur naturally in many foods
 - Milk
 - Fruits
 - Vegetables
 - Grains
- Added to many other foods

Sugars in Food

- Make foods palatable
- Make foods enjoyable
- Must be consumed in moderation

Negative Impact of Sugar

- Tooth Decay
- Obesity
 - Excess sugar is converted to fat and stored
- Diabetes

Fruit Juice & Young Children

- Fruit juice is an important source of some nutrients (vitamin C, folate, potassium)
- Fruit juice should not be consumed in place of milk (milk provides calcium and other important nutrients)
- Excessive exposure of the teeth to fruit juice leads to dental caries
- Fruit juices should be 100% juice
- Fruits are preferable to fruit juice

Names for Added Sugars That Appear on Food Labels

- Brown sugar
- Corn sweetener
- Corn syrup
- Dextrose
- Fructose
- Fruit juice concentrate
- Glucose
- Honey
- Lactose
- Malt syrup
- Maltose
- Sucrose

Major Source for Added Sugar in U.S.

- Soft drinks
- Cakes, cookies, pies
- Fruitades and drinks such as fruit punch and lemonade
- Dairy desserts such as ice cream
- Candy

Calcium

Calcium

- Mineral that makes up bones and keeps them strong
- 99% of calcium in the body is stored in bones and teeth
- Remaining 1% in blood and soft tissues
 - Essential for muscle contractions
 - Blood clotting
 - Nerve transmissions

Insufficient Calcium Intake

- Osteoporosis
- Dental deterioration

Osteoporosis

- Major public health threat
- NOT part of the natural aging process
- 44 million Americans with osteoporosis or low bone mass
- 55% of Americans aged 50+

Consequences of Osteoporosis

- Pain
- Fractures
- Falls
- “Residential Care”

Dietary Sources of Calcium

- Dairy products

- Fish and seafood
- Vegetables
- Beans

Calcium RDA

Infants	Birth – 5 months	400 mg
	5 months – 1 year	600 mg
Children	1 – 10 years	800 mg
Males	11 – 24 years	1,200
	25 – 50 years	800 mg
	51+	800 mg
Females	11 - 24 years	1,200 mg
	15 – 50	800
	51+	800
	Pregnant/Nursing	1,200

Optimal Daily Intake of Calcium

Infants	Birth – 6 months	400 mg
	6 months – 1 year	600 mg
Children	1 – 5 years	800 mg
	6 – 10 years	800 – 1,200 mg
Adolescents	11 – 24 years	1,200 – 1,500 mg
Men	25 – 50 years	1,000 mg
	65+	1,500 mg
Women	25 – 50 years	1,000 mg
	50+ (postmenopausal) on estrogen	1,000 mg
	Not on estrogen	1,500 mg
	65+	1,500 mg
	Pregnant/Nursing	1,200 – 1,500 mg

Calcium Absorption

- Vitamin D
- Lactose

Calcium Retention

- Age
- Estrogen
- Caffeine
- Cigarette smoking
- Alcohol

Bone Mass

- Peak bone mass is achieved during adolescence.
- Bone mass begins to deteriorate after adolescence

Soda!



“Children in the United States are drinking less milk because they are drinking more of other beverages such as soft drinks and fruit drinks. This decline in milk consumption may have serious long-term, detrimental effects on the bone health of today’s youth.”

Rachel K. Johnson, University of Vermont
Journal of the American Dietetic Association, June 2002

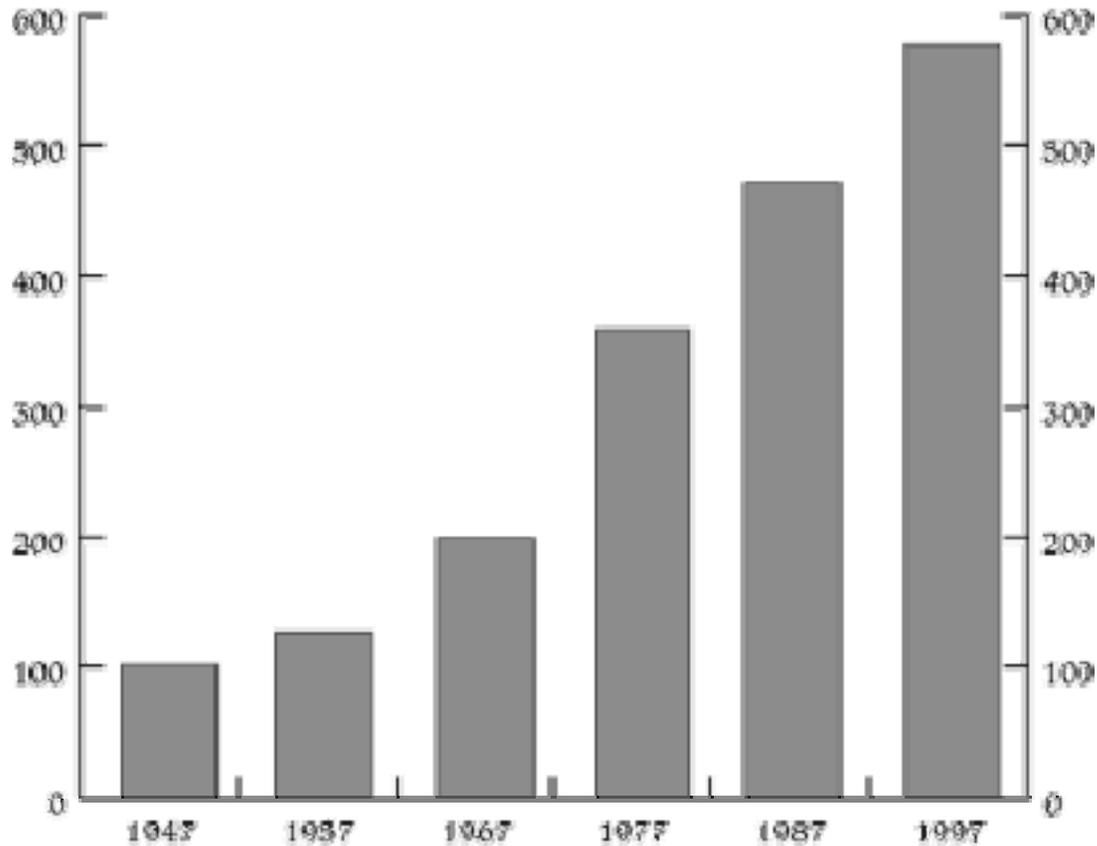
Soda consumption

- Soda consumption increased by 41% between 1990 and 1995
- Milk consumption decreased 25 – 30 % between 1978 and 1995.

More on Soda

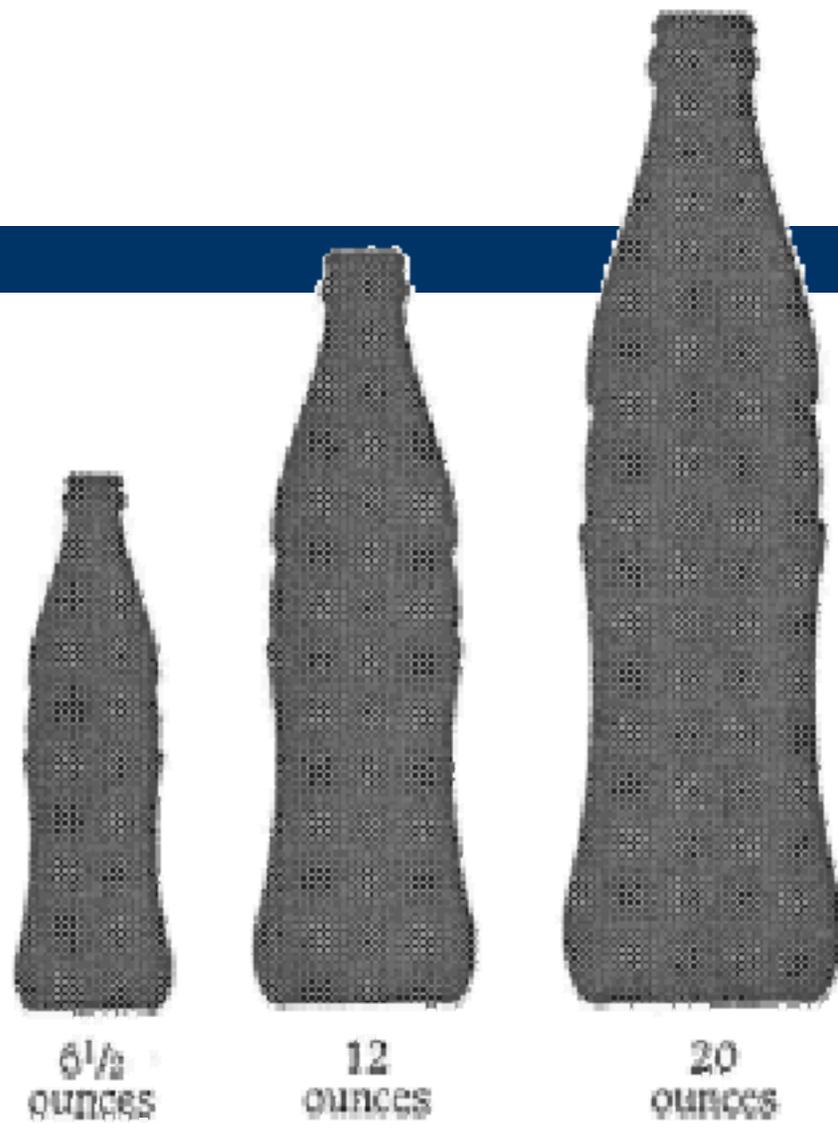
- 56% of 8 year olds drink soft drinks daily
- One third of teenage boys drink at least 3 cans of soda per day
- Children who drink soda consume at least 200 more calories per day than children who don't drink soda

Annual Soft Drink Consumption in US



**Number of
12 oz cans /person**

Figure 2. Growing size of single-serving containers

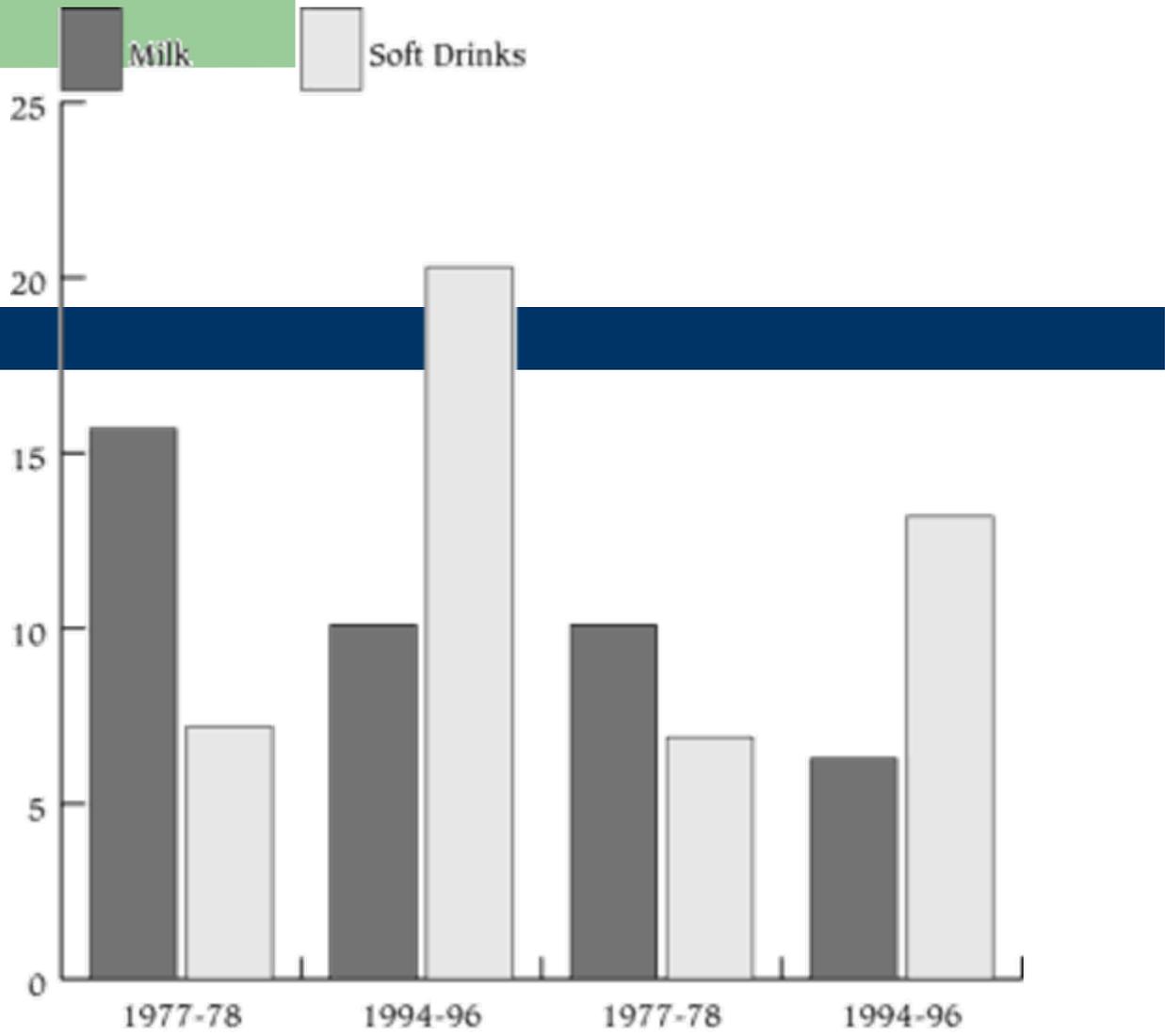


Nutritional Impact of Soft Drinks

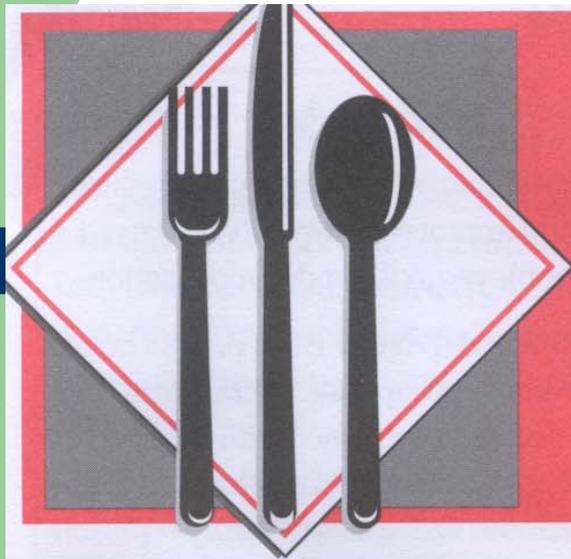
- Sugar intake
 - Carbonated drinks are the single biggest source of refined sugars in the American diet
 - Soda provides the average American with 7 teaspoons of sugar per day out of a total of 20
 - Teenage boys get 44% of their 34 teaspoons of sugar per day from soda
 - Teenage girls get 40% of their 24 teaspoons of sugar from soda

Consequences

- 90% of teenage girls and 70% of teenage boys do not meet their daily calcium requirements
- Soda replaces valuable foods in the diet
- Obesity
- Bone fractures



Teens' consumption of milk and soft drinks per day (ounces)



School Nutrition Professional

An Independent National Resource for School Food Service Professionals

Volume 19, Number 7

April 10, 2002

Oakland School Board Bans All Soda, Candy Sales

In a bold and apparently unprecedented step, the Oakland, Calif., school board has

going to be in the position of trend-setting," said Eugenia Lau, menu planning and

Soda Sold in Largest Calif. School Districts

Soda contracts are so pervasive in California schools that...

Sodium

What is salt?

- Salt is sodium chloride.
- It is composed of two elements:
 - Sodium
 - Chloride
- 1 teaspoon of salt = 2,300 mg sodium

Role of Sodium in the Diet

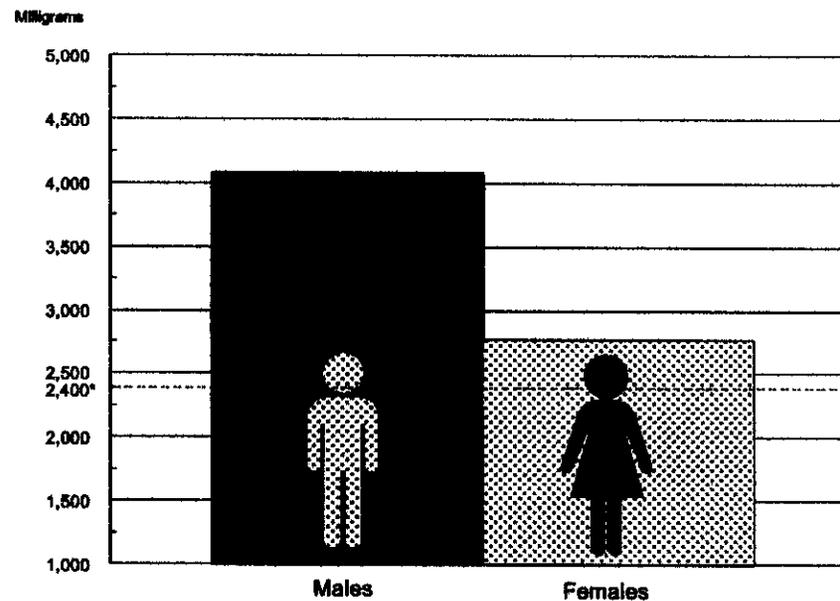
- Regulation of body fluids
- Blood pressure regulation

Recommended Sodium Intake

- 2,400 milligrams

U.S. Sodium Intake

Figure 1. Average dietary sodium intake, by sex, adults 19 years and over



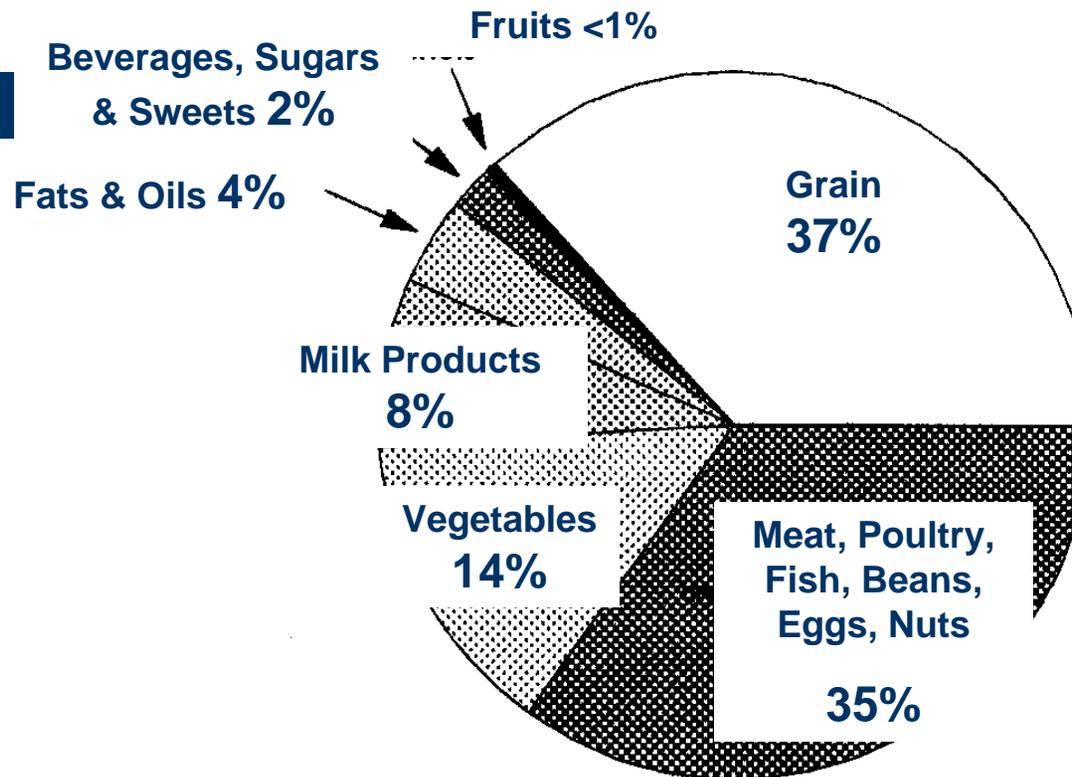
* Recommended maximum level.

Source: USDA, *Continuing Survey of Food Intakes by Individuals, 1994, 1-Day Data.*

Salt Use by Americans

- Most adults consume more sodium than recommended
- ~75% of sodium is added during processing
- ~20% added during cooking or at the table
- Remaining 5% is from water and medications

Food Group Contributions to Sodium Intake, percent of total



Source: USDA, Continuing Survey of Food Intakes by Individuals, 1994, 1-Day Data.

Dietary Salt, Sodium Intake & High Blood Pressure

- Diets with more than 6 grams of salt / day (2,400 mg sodium) are associated with elevated blood pressure
- Increased blood pressure leads to
 - Hypertension
 - Heart disease
 - Stroke
 - Kidney disease

Hidden Salt vs Obvious Salt

A thick, dark blue horizontal bar with rounded ends, positioned below the title.

Reducing Salt Intake

- Add only small amounts of salt in cooking
- Use no salt or small amounts at the table
- Use herbs and spices to flavor foods
- Go easy on condiments such as soy sauce, ketchup, mustard, pickles, olives
- Snack on fruits and vegetables
- Replace highly salted convenience foods with low-sodium products

Making Every Bite Count

Putting it All Together

Improving the Nutrition Environment

Vermont Department of Education
Child Nutrition Programs

Program Environment

- Comfortable place to eat
- Clear and consistent healthy eating messages
- Children learn to make healthy lifestyle choices in classrooms, dining area, class parties, sports events – throughout the program environment
- Children have many opportunities to practice healthy eating habits

Why is Healthy Nutrition Environment Important?

- Nutrition is related to:
 - Physical well being
 - Growth and development
 - Readiness to learn
 - Risk of disease

Why is Healthy Nutrition Environment Important?

- Unhealthy eating that start in childhood contribute to health problems throughout life
- Diet-related diseases include:
 - Heart disease
 - Some cancers
 - Stroke
 - Type 2 Diabetes
 - High blood pressure
 - Obesity
 - Osteoporosis

Overnutrition

- 5.3 million US young people aged 6 – 17 are seriously overweight

Definitions of Success

- Nutrition education and physical fitness are included in the educational program from pre-K through 12

Definitions of Success

- Administrators support the development of healthy lifestyles for students and establish and enforce policies that improve the nutrition environment. They address issues such as:
 - Kinds of food available on the school campus
 - Mealtime schedules
 - Dining space and atmosphere
 - Nutrition education
 - Physical activity.

Definitions of Success

- Staff, students and parents are part of the policy making process and support a healthy school environment

Definitions of Success

- Foodservice staff are part of the education team and participate in making decisions and policies that affect the school nutrition environment.

Definitions of Success

- The school has a health council to address nutrition and physical activity issues.

TARGET YOUR MARKET

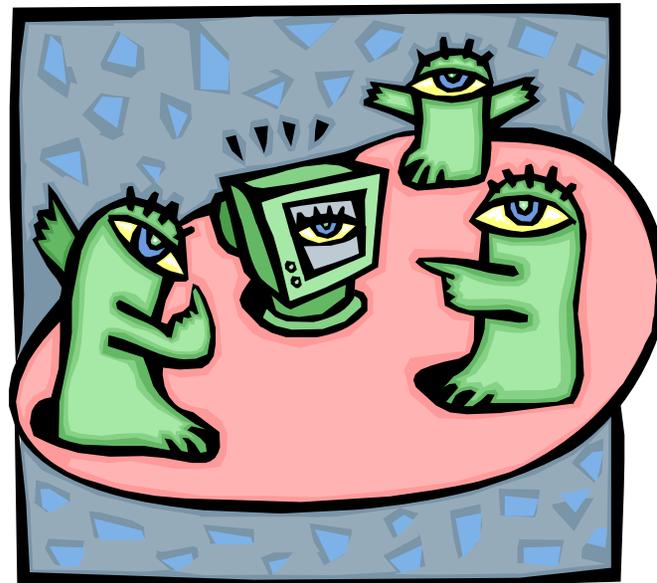


Marketing Defined

Marketing includes communication of products and services to selected audiences.

Marketing is...

- A continuous process
- Communication
- Concise

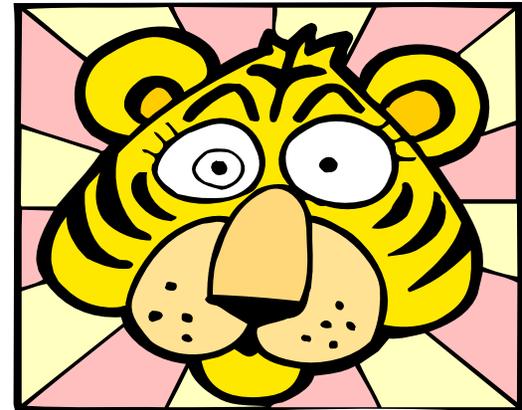


Marketing Concepts

- Merchandising
- Promotion
- Public Relations
- Advertising

Marketing Activity Plans

- Assists in organizing the marketing project
- Establish a goal
- Identify the target audience
- Decide on the objective
- Determine the message
- Evaluate success



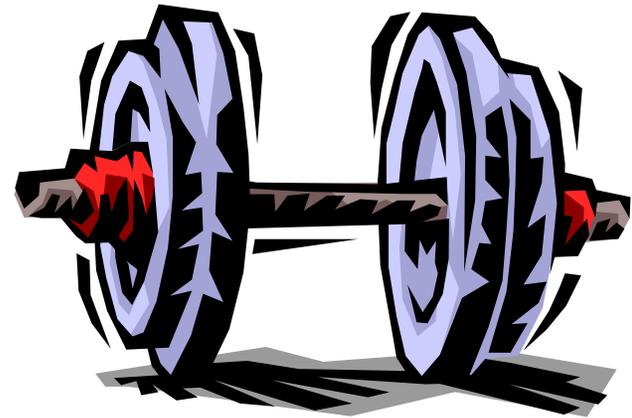


Target Audiences

- Students and adults who currently eat in the cafeteria
- Students and adults who do not currently eat in the cafeteria...but could
- Administrators, teachers, parents and others who influence

Identify Strengths & Weaknesses

- Are employees proud?
- Can we deliver?
- Are we supported?
- Do we pass the test?



Ask these Questions to Help Develop Objectives & Messages

- What do you want your audience to do?
 - Do you want to establish a Healthy School Environment?
 - Do you want students and faculty to eat more healthy foods?
 - Do you want more students to participate?
 - Would you like to serve more faculty?
 - Do you want to expand your breakfast program?

Communication is...

The means through which people exchange feelings and ideas with one another and make themselves understood by others.

Forms of Communication

- Writing in a diary
- Watching television
- Talking with family, friends and colleagues
- Speaking on the telephone
- Reading a menu

Successful Communication

Is a two-way process



Communicating for Clarity

“What you heard me say is not what I said!”

Sample Benefits

- Healthy, tasty foods
- Variety and choice
- Safe environment, convenient and economical
- Alert students, improved performance
- Higher daily attendance, improved behavior

Build Messages from Benefits

- Student Benefits:

- Healthy food
- Variety
- Choice
- Food that tastes great

- Student Messages:

- Eat to Compete
- Fun, Fast Food
- The Choice is Yours!
- We Serve What You Want!

Build Messages from Benefits

- Parent Benefits:

- Safe environment
- Convenient
- Economical
- Healthy

- Parent Messages:

- Supervised environment
- Let us do the cooking
- The best deal in town
- Nutritious meals

Sample Goal

- To increase student consumption of fiber by 20% between September 15 and November 30.





Sample Goals

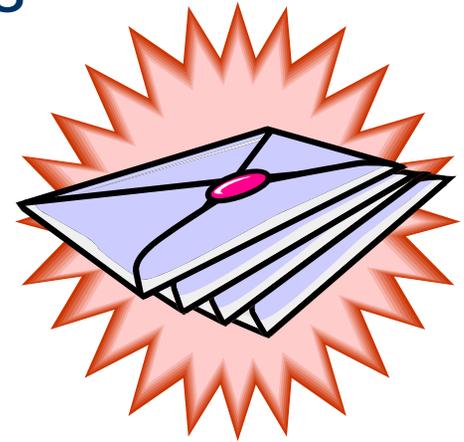
- Decrease student and faculty consumption of soda by 10% between October 1 and December 31.
- Increase grade 5 student consumption of fruits and vegetables by 25 % during the 2002-2003 school year.

Support Networks for Your Marketing Plans

- Principal
- District director
- School health committee
- Community organization leaders
- Parents

Methods for Communicating

- Presentations
- Meetings
- Newsletters, letters, phone calls
- Written reports
- Classroom visits



Tactics



Methods for reaching an end result of an objective

Examples of Marketing Tactics

- Changes in menu
- Fruit / vegetable taste testing
- Assisting teachers in developing a module on fiber.
- Cafeteria displays
- Newsletter to parents, teachers and administrators

Materials Needed

- What “stuff” will you need to carry out the project?
 - Food products
 - Marketing materials
 - Table tents, signs, etc.

Staff Involvement

- Don't plan to go it alone.
- What staff need to be involved for success?
 - Food preparers
 - Cashiers
 - Head cook
 - Custodians

Start Date

- Decide on a realistic date for beginning each tactic.

Completion Date

- When can you realistically complete each step of the project?

Evaluation--Questions To Ask

- How are we doing?
- Are things working...why/why not?
- Are revisions needed?

Evaluation Tools

- Cash register receipts
- Daily participation records
- Computer reports
- Daily record of income
- Reimbursement claim forms
- Monthly profit/loss statement
- Solicited/unsolicited comments



Feedback is Important for...

- You and your staff
- Administrators, teachers, school board members and others
- Good two-way communication

Feedback Helps You

- Analyze progress and changes needed
- Justify marketing plans
- Provide evidence for needed funds
- Record activities for future use
- Provide assistance to others
- Reinforce staff

Ways to *Get* Feedback

- Surveys
- Interviews
- Conversations
- Observations



Budget

- Donations
- Bequests
- Money on hand
- District funds



Being More Effective in Getting Results

- Pledge yourself to excellence
- Never assume anything
- Don't be afraid to act
- Never forget implementation
- Do not cut corners
- Do your homework



More Ways to Be Effective

- Control your schedule
- Set aside time to think
- Set aside time to plan
- Be prepared to work hard
- Be respectful of people
- Be careful
- Keep lists
- Keep your perspective

